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METHOD AND SYSTEM FOR IMPLEMENTING
TOTAL CUSTOMER EXPERIENCE ACTION PLANNING

ABSTRACT OF THE DISCLOSURE

One embodiment of the present invention provides large scale
10 businesses and/or organizations a method for providing high customer value
through a systematic approach of setting goals and strategies based on
customers, partners and internal measures and linking these measures to
implementation metrics. Specifically, total customer experience (TCE) strategic
15 planning is a means to "operationalize" efforts to provide a superior customer
experience at the organization level, with success measured in terms of actual
impact on customers. Through the TCE process, strategies and metrics are
developed based on objective assessments of the organization's current TCE
performance by customers, partners and internal sources rather than subjective
20 introspection. This methodology begins by engaging organization leadership in
a process that allows them to rapidly identify and focus on the "critical few"
customer improvements required for their future business success.